

Message Text

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ACTION EA-10

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R 090302Z JAN 75

FM AMCONSUL SURABAYA

TO USDOC WASHDC

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AMEMBASSY JAKARTA

AMEMBASSY SINGAPORE

AMCONGEN HONG KONG

AMCONSUL MEDAN

USIA WASHDC

UNCLAS SURABAYA 0018

DEPT PASS EXIM, STATE FOR EA/IMS GEBER, USDOC FOR BIC/OED/MEPD & OIM

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TAGS: BEXP, ID

SUBJ: MAJOR PROJECT AND SURABAYA TRADE PROMOTION EVENT:
SUGAR MILL CONSTRUCTION AND REHABILITATION

REFS: A. JAKARTA 15253

B. SURABAYA 0624

C. STATE 1742 (NOTAL)

1. FIRST WEEK OF MARCH IS BEST FOR SURABAYA PROMOTION EVENT.
AFTER APPOINTMENTS IN JAKARTA, TEAM SHOULD COME TO SURABAYA
ON AFTERNOON OR EVENING FLIGHT FROM JAKARTA WITH CATALOG SHOW
COMMENCING THE FOLLOWING DAY. SHOW TO RUN FOR ABOUT THREE DAYS.
PART OF VISIT COULD INCLUDE TRIP TO NEARBY SUGAR MILLS,
ESPECIALLY IF TRIPS ARE MADE TO BOTH GOVERNMENT AND PRIVATE
MILLS TO OBSERVE CONTRAST IN EQUIPMENT AND OPERATIONS. MILLS,
OF COURSE, WILL BE UNDERGOING REPAIRS FOR MILLING SEASON WHICH
BEGINS IN MAY.

2. BUSINESSMEN SHOULD HAVE NO TROUBLE OBTAINING BUSINESS
VISAS FROM INDONESIAN CONSULATES IN WASHINGTON, NEW YORK, OR
SAN FRANCISCO. UNDER NO CIRCUMSTANCES SHOULD BUSINESSMEN
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TRY TO ENTER INDONESIA WITHOUT PROPER VISA.

3. FOR SHIPMENT OF MATERIALS RECOMMEND USE OF AIR FREIGHT TO JAJARTA WITH TRANSHIPMENT HERE VIA TRAIN. OCEAN SHIPPING TO EITHER JAKARTA OR SURABAYA IS POSSIBLE WITH LYKES LINES FROM THE WEST COAST OR BLUE SEA LINE (BRITISH) FROM THE EAST COAST BUT TIME FACTOR PRECLUDES OCEAN SHIPMENT. FOR SMALL, LAST MINUTE SHIPMENTS, RECOMMEND MAILING VIA APO TO EMBASSY COMMERCIAL SECTION; MATERIALS COULD THEN BE SHIPPED HERE BY TRAIN. ALL MATERIALS SENT TO JAKARTA SHOULD BE ADDRESSED TO EMBASSY AND CLEARLY MARKED WITH NOTATION THAT THEY ARE FOR TRANSHIPMENT TO SURABAYA CONSULATE. APO MAIL IS ADDRESSED TO COMMERCIAL SECTION, AMERICAN EMBASSY, APO SAN FRANCISCO 96356. AIR FREIGHT OR OCEAN FREIGHT TO JAKARTA SHOULD BE ADDRESSED TO COMMERCIAL SECTION, AMERICAN EMBASSY, MEDAN MERDEKA SELATAN 5, JAKARTA, INDONESIA. POUCHED MATERIALS SHOULD BE ADDRESSED TO THE ECONOMIC/COMMERCIAL SECTION, AMERICAN CONSULATE, SURABAYA. CONSULATE SHOULD BE ADVISED AND EMBASSY INFORMED OF DATES AND MODES OF SHIPMENT OF MATERIALS.

4. AS NOTED REF B, WE ENVISAGE SURABAYA PROMOTIONAL EVENT AS OPPORTUNITY TO INTRODUCE INDONESIAN SUGAR INDUSTRY TO AMERICAN EQUIPMENT AND SUPPLIERS. SEVERAL AMERICAN COMPANIES, LIKE DORR-OLIVER AND WESTERN STATES, ARE ALREADY REPRESENTED HERE, AND OTHER AMERICAN COMPANIES, LIKE FARREL AND AGRONOMICS OF HONOLULU ARE WELL-KNOWN AND RESPECTED FOR THEIR LEADING ROLE IN THE INTERNATIONAL SUGAR INDUSTRY. INDONESIAN SUGAR MILL MANAGERS HAVE TOLD US THAT THEY ARE IMPRESSED BY THE QUALITY OF AMERICAN MACHINERY, BUT THEY BUY MACHINERY FROM COUNTRIES LIKE GREAT BRITAIN, HOLLAND, AND AUSTRALIA BECAUSE THEIR REPRESENTATIVES ARE ACTIVE HERE. IN ADDITION, MANY OF THE EUROPEAN COMPANIES HAVE AGENTS AND SUPPLIERS IN THE REGION WHO CAN PROVIDE AFTER-SALES SERVICE AND TECHNICAL ASSISTANCE ON SHORT NOTICE.

5. WHILE WE UNDERSTAND THAT BUSINESSMEN WHO WILL VISIT JAKARTA WILL BE ANXIOUS TO MAKE GOOD SHOWING, WE HOPE THAT THEY CAN BRING WITH THEM CATALOGS AND DISPLAY MATERIALS REPRESENTING A BROAD RANGE OF AMERICAN COMPANIES AND SERVICES. WE BELIEVE PROMOTIONAL EVENT MUST AIM AT INTRODUCING INDONESIAN SUGAR INDUSTRY TO WIDE RPT. WIDE RANGE OF AMERICAN MANUFACTURING

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AND ENGINEERING CONCERNS. IT IS UNLIKELY THAT THE SURABAYA PROMOTIONAL EVENT WILL RESULT IN AN IMMEDIATE SPATE OF ORDERS, AND THAT FRANKLY IS NOT THE PURPOSE WE SEE FOR THE SHOW. SOME ORDERS MAY RESULT FROM THE PROGRAM AND PARTICIPANTS SHOULD FIND WILLING LOCAL AGENTS OR REPRESENTATIVES. HOWEVER, INITIAL RELUCTANCE ON THE PART OF LOCAL FIRMS AND MILLS TO BELIEVE THIS IS MORE THAN A ONE SHOT AFFAIR MUST BE EXPECTED. WE WILL TRY TO COUNTER THIS TREND AND HOPE AMERICAN REPRESENT-

TATIVES WILL COME ANTICIPATING LONG-TERM INVOLVEMENTS.

6. A MISSIONARY SALES EFFORT IS CALLED FOR IN THIS MARKET BECAUSE LOCAL CONCERNS ARE ONLY COGNIZANT OF A SMALL PART OF THE U.S. SUGAR EQUIPMENT INDUSTRY. THEY ARE AWONCERNED THAT ONCE THEY PURCHASE AMERICAN MADE EQUIPMENT, SPARE PARTS AND SERVICE MAY NOT BE AVAILABLE. FOR THIS REASON, WE HOPE THE FIRMS TAKING PART IN THE SURABAYA EVENT, EITHER IN PERSON OR BY HAVING CATALOGS AND PROMOTIONAL MATERIALS AVAILABLE, WILL NOT ONLY WANT TO MAKE THEMSELVES KNOWN, BUT WILL ALSO BE SEEKING REPRESENTATIVES OR AGENTS IN INDONESIA OR IN THE EAST ASIAN REGION.
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